



Startup Business Strategy Checklist

1. Problem & Purpose

- Clear problem you are solving
- Who experiences this problem
- Why this problem matters *now*
- Your mission in one sentence

2. Target Customer

- Ideal customer profile defined
- Specific use case identified
- Early adopters clearly described
- Customer pain points validated (not assumed)

3. Value Proposition

- One-sentence value proposition
- Top 3 benefits to the customer
- How you are different from alternatives
- Clear reason customers choose you

4. Solution (Product / Service)

- Core solution defined
- Minimum Viable Product (MVP) identified
- Key features tied directly to the problem
- Feedback loop built into the product



5. Market & Competition

- Market size (rough but realistic)
- Direct and indirect competitors listed
- Competitive advantage identified
- Substitutes or workarounds understood

6. Revenue Model

- How you make money defined
- Pricing tested or justified
- Key costs identified
- Path to profitability outlined (even if long-term)

7. Go-to-Market Strategy

- How customers discover you
- Primary acquisition channel selected
- Simple sales funnel defined
- Onboarding experience planned

8. Operations & Execution

- Key processes identified
- Tools and systems selected
- Legal structure and basics covered
- Risks and dependencies noted



9. Team & Resources

- Founder roles clearly defined
- Skill gaps identified
- Advisors or mentors identified
- Funding needs understood (bootstrapped vs. external)

10. Metrics & Learning

- Key success metrics identified
- Customer feedback tracked
- Assumptions documented
- Review and iteration cadence set

Guiding Principle for Startups

Build → Measure → Learn → Adapt